

1-1-2013

2013 WVU Magazine Survey_Widmeyer

Widmeyer

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FW: Magazine Survey

Sharon Martin

Thu 10/30/2014 9:33 AM

Magazine Research

To: Donna Kasich <dmkasich@mail.wvu.edu>;

@ 1 attachment

WVU Alumni Magazine Survey Report.Combined f.pptx;

From: Sharon Martin <sharon.martin@mail.wvu.edu>
Date: Friday, August 15, 2014 at 4:56 PM
To: Julia Weede <julia.weede@edelman.com>
Subject: Magazine Survey

Julia,
 And here is the 2013 Magazine survey we did with a note below from Widmeyer.
 Thanks!
 Sharon

While most major and even minor findings remain, there were just a handful of points that we thought we would flag. As mentioned, these do not really change any existing overall stories, which are by and large consistent with the original findings.

More people are now saying that they receive all their information from emails; this was previously the 5th most popular source of information and is now the 2nd. (This is not too surprising since those taking the survey online are likely a little more web-savvy.) WVU Magazine itself is still the largest sole source of information by a considerable margin.


Similarly, the inclusion of this web-savvy audience made the universe more likely to say they'd read additional online-only content (from 30% to 38%), though in both cases a large majority say they would not be likely to read additional online-only content.

Fully 53% of the phone-only audience says they read all or most of the magazine while 39% say they just read some of it; with the combined audience, those numbers change to 45% all/most, 40% some.


Recommending an institution to a potential student or family member remains the top action readers have taken as a result of reading the magazine, though it drops from 54% to 45%.

In terms of content area preferences, 7 of the top 9 content areas overall remain in the top tier (with "institution's financial status" and "message from the President" being replaced by "alumni chapter activities and regional programming" and "class notes.")

WVU
 MAGAZINE
 GREAT
 READ
 OTHER
 TAKEN



West Virginia University Magazine




Understanding the Attitudes of the West Virginia University Magazine Readership

Findings from 500 combined online and phone interviews

Prepared by Widmeyer Communications

May 2014



Research Headlines

The West Virginia University Magazine is clearly held in high esteem, with a readership that reads, respects, trusts, and engages with it at meaningful levels:

- Readership: It is the most popular source of information about the University (85% get at least some information from it); 77% read most or every issue; 61% spend at least 30 minutes with each issue
- Respect: At least 74% say each aspect of the magazine (content, cover, etc.) is good or excellent
- Trust: Only 4% say the magazine is not a good source of objective information
- Engagement: 81% agree that the magazine strengthens their connection to the University

The most frequent readers are disproportionately older and tend to live outside of West Virginia*. Those who live outside of West Virginia consistently view the magazine as their direct line of communication about the University, since they lack the opportunity to learn about the University by osmosis that West Virginia residents have.


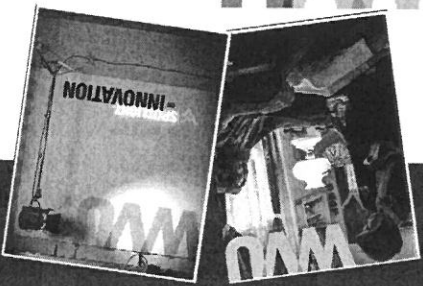
The most interesting content topics tended to focus on things that the readership would have experienced at the University—e.g., athletics, cultural performances, traditions, and academic experiences. Stories about donors or fundraising efforts and profiles of individual stakeholders, by contrast, were less interesting.

The magazine's high quality and standards are having a positive impact. More than four-in-five say that the magazine strengthens their connection to WVU. Importantly, donors and those outside of West Virginia are most likely to strongly agree. Close to half of the readership say after reading the magazine, they actively recommended the institution to a prospective student.

Despite these mostly positive findings, there was a slight negative undercurrent suggesting that the magazine served as a stealth fundraising tool. This was the reason most readers (17%) cited when asked why the magazine does not enhance their connection to the institution, it was singled out as one of the main things readers like least about the magazine, and donor-related stories were among the least interesting. Being wary of this perception going forward will be key.

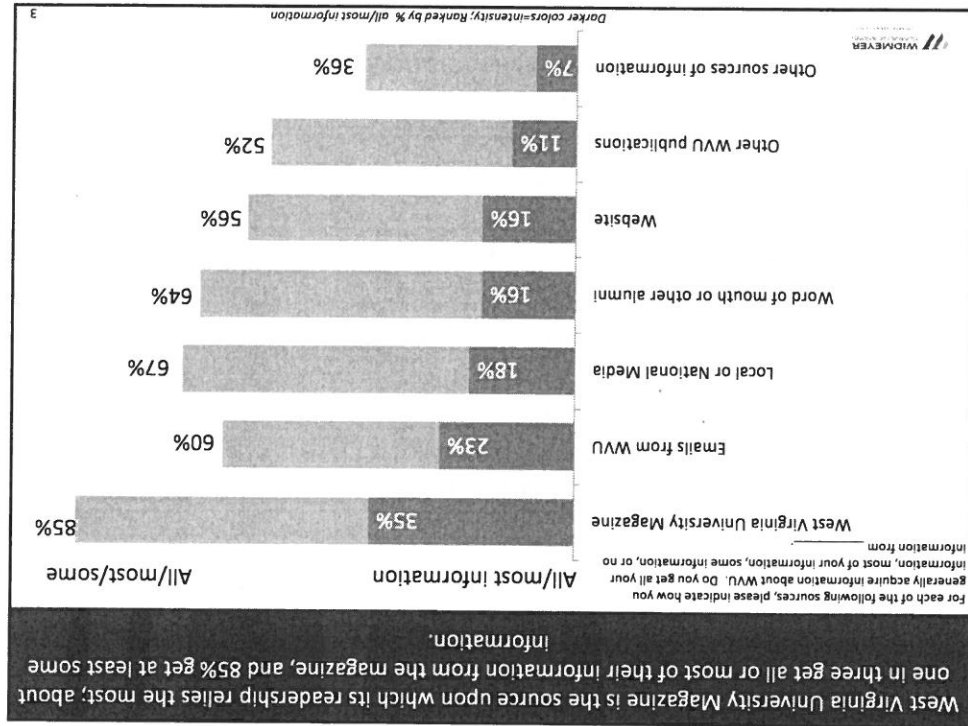
*Location recorded only for phone interviews.

DISLIKE ABOUT IT
 IMPACT OF MAGAZINE
 IS INTERESTING
 AND READS IT
 CREDIBLE

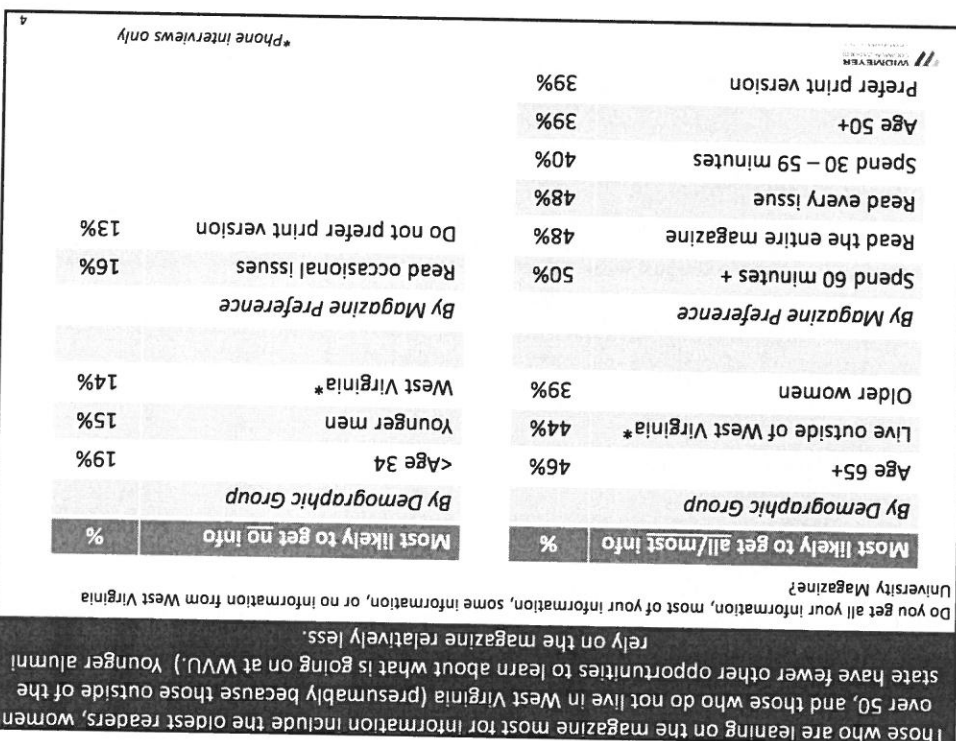
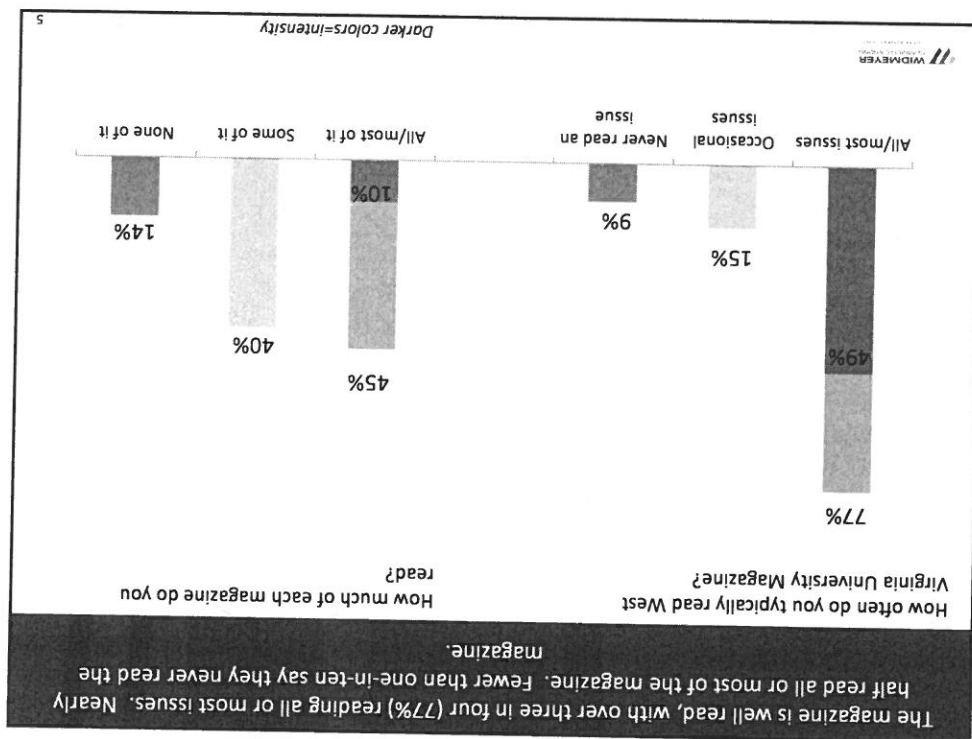



Readership Habits:

The West Virginia University Magazine is clearly the most influential source through which most in its readership get their information. Readers spend a considerable amount of time with the magazine and tend to read most if not all issues.



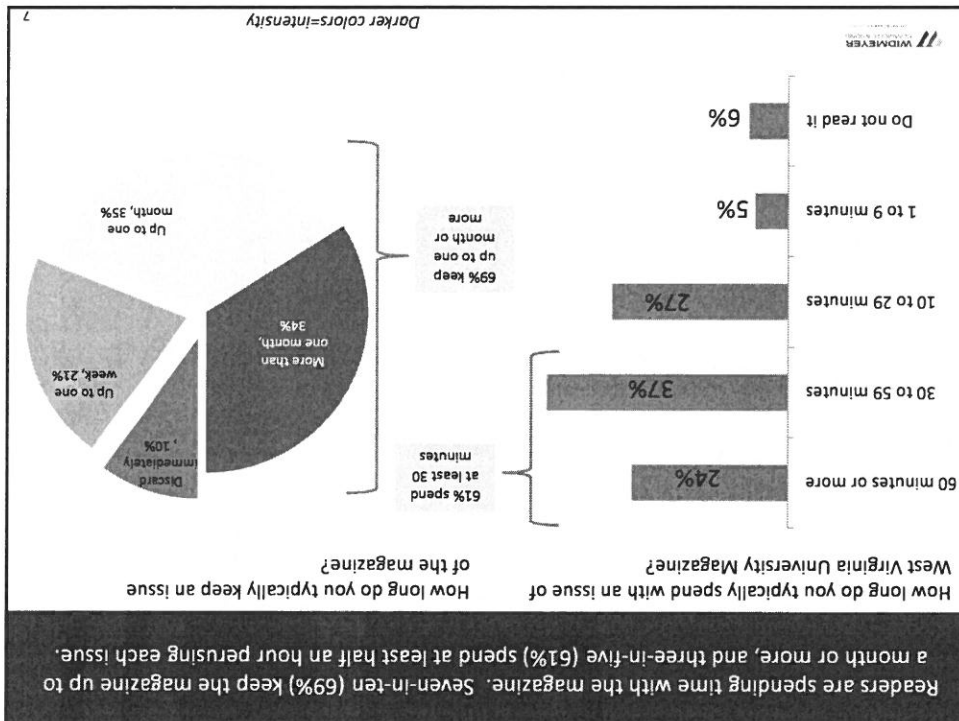
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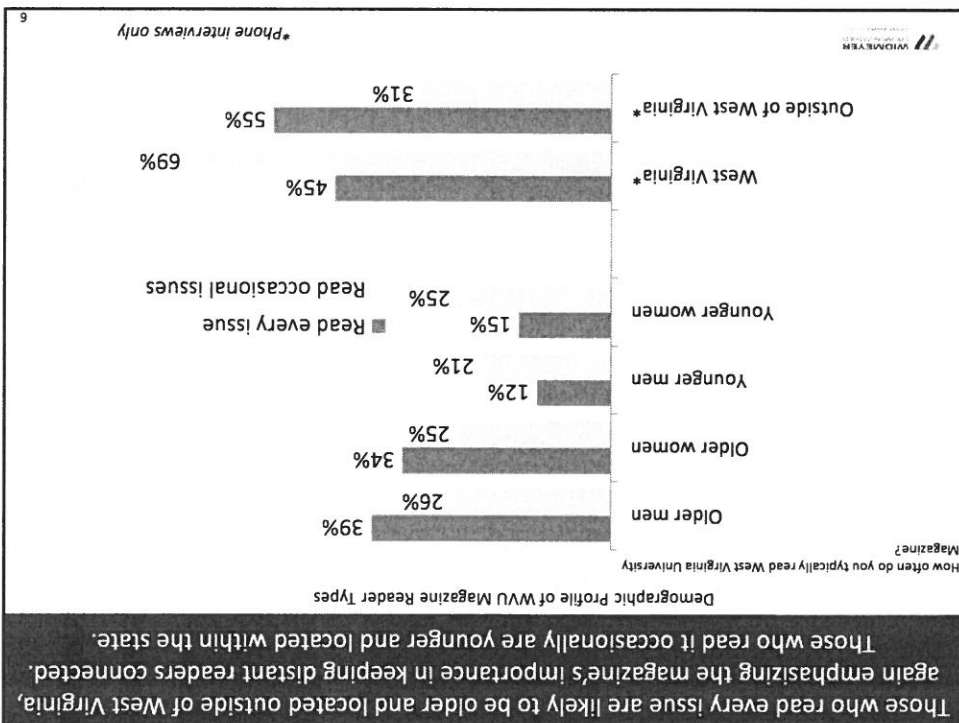
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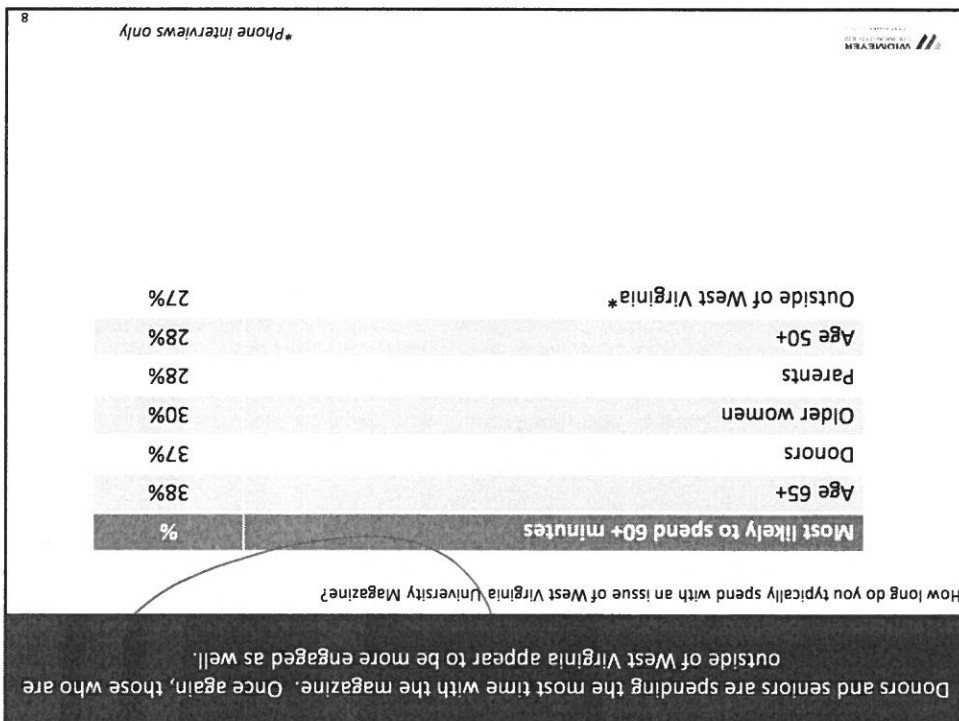
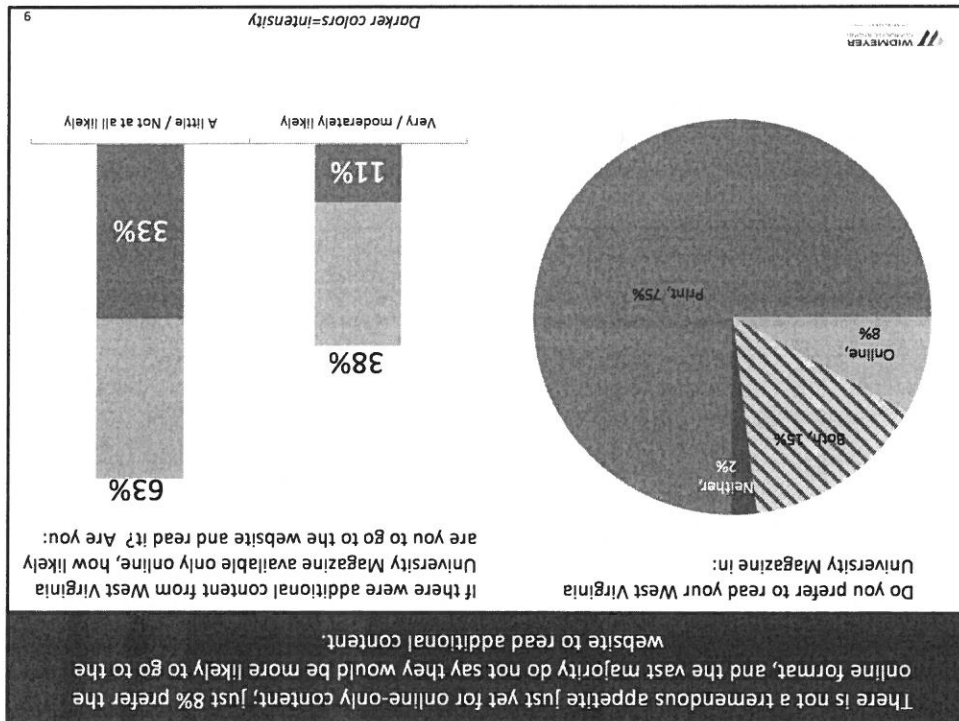
DEMOGRAPHICS



LENGTH OF TIME KEEP


ME SPENT EADING MAG






Look at info by segment

MEDIA
CONTENT






West Virginia University
Magazine

Magazine Content:

Readers consider this to be a high-quality magazine and tend to be most enthusiastic about topics that remind them of their experience at WVU. They are much less interested in stories on donors or fundraising efforts, and tend to be lukewarm about deep dives on non-student stakeholders (e.g., profiles of faculty, staff, alumni, and donors.)

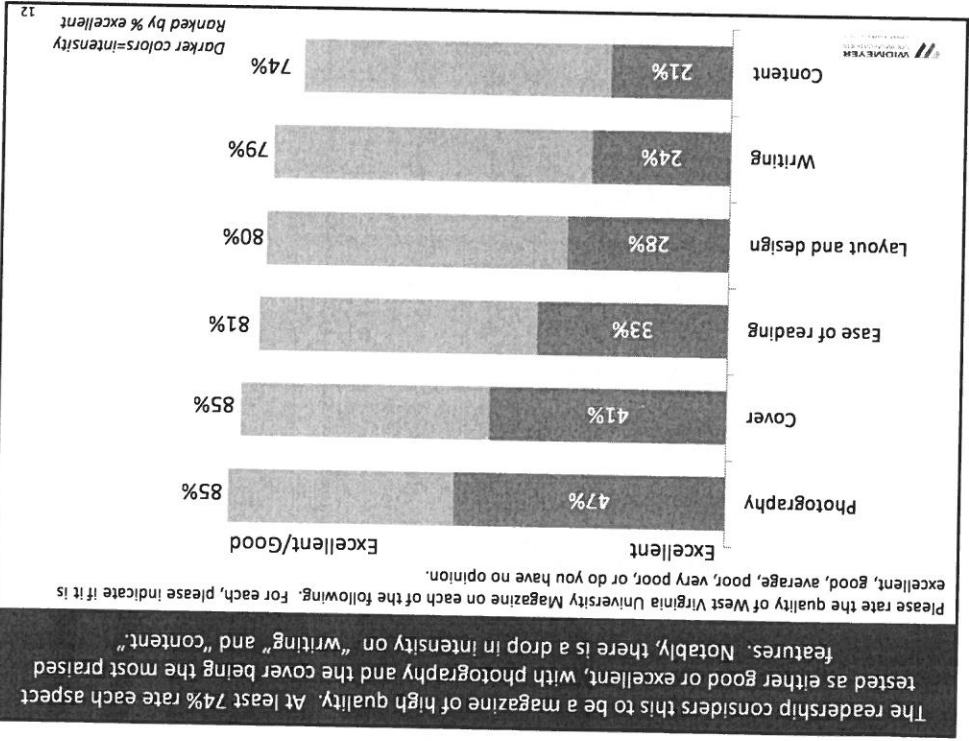
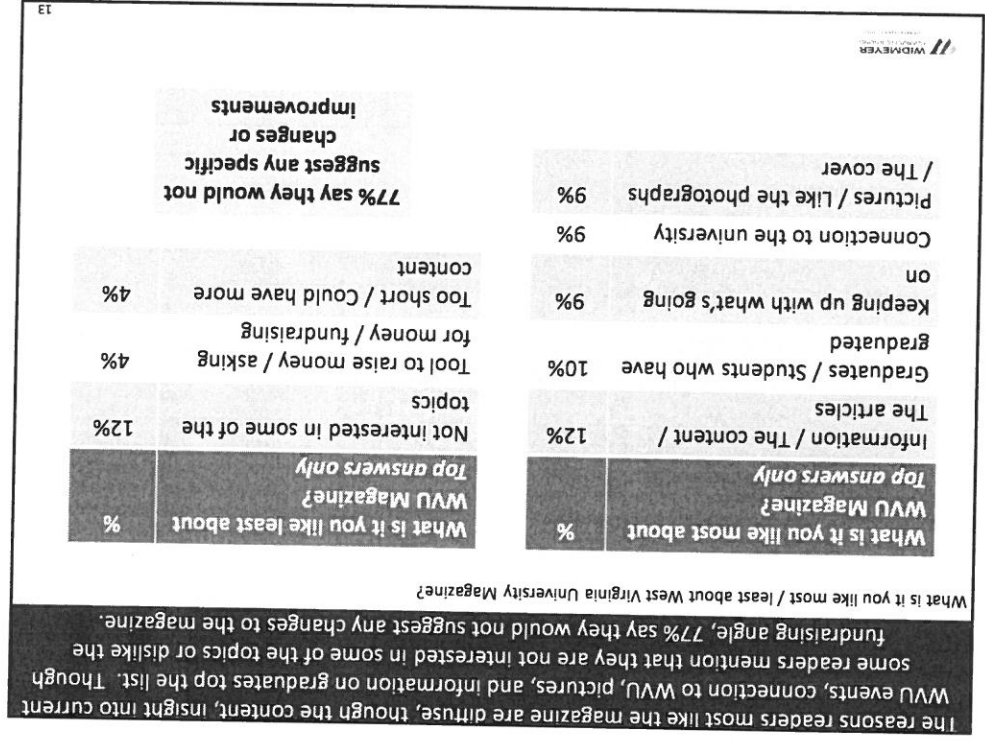


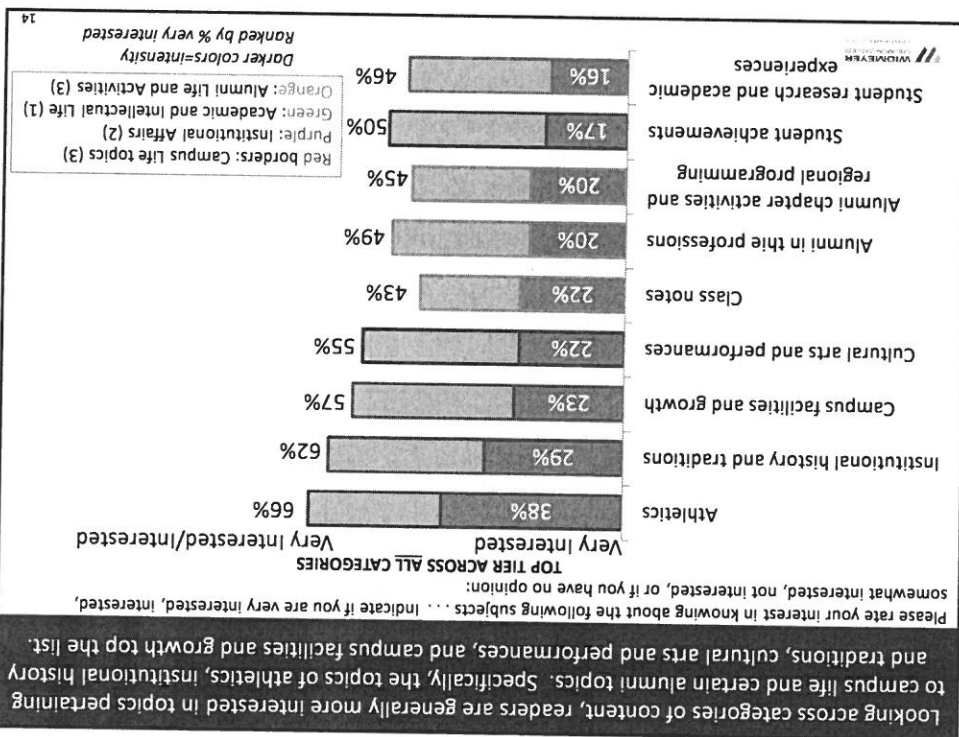
Do you prefer to read your West Virginia University Magazine in:

There is a somewhat predictable age gap between print vs. online preferences, with the oldest readers most comfortable with the print version. That said, even two-thirds of those under 50 prefer reading the magazine in print.

Print	%	Online / Both	%
Age 65+	84%	<Age 34	42%
Spend 60+ minutes	84%	Younger women	32%
Get all/most WVU information	82%	<Age 50	31%
Read all of the issue	81%	Parents	31%
Read every issue	80%	Younger men	28%
Older women	80%		
Age 50+	79%		
Outside of WV*	79%		
Older alumni	78%		
Older men	78%		

*Phone interviews only





Athletics are a popular topic across the board, though older women are nearly equally likely to prefer stories on cultural arts and institutional history.

Please rate your interest in knowing about the following subjects:

TOP TIER ACROSS ALL CATEGORIES

% Very Interested	Total	Younger men	Older men	Younger women	Older women
38%	42%	47%	34%	32%	29%
29%	34%	30%	28%	23%	23%
23%	34%	18%	23%	25%	30%
22%	14%	16%	19%	23%	25%
22%	21%	16%	22%	19%	19%
20%	30%	16%	22%	25%	19%
20%	27%	19%	21%	14%	25%
17%	13%	14%	15%	12%	23%
16%	16%	12%	15%	12%	23%

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TOPIC INTEREST

Individual student achievements are especially important among donors and parents.

Please rate your interest in knowing about the following subjects:

TOP TIER ACROSS ALL CATEGORIES

% Very Interested	Total	Alumni	Donor	Parent	In West Virginia*	Outside WV*
Athletics	38%	39%	51%	41%	32%	35%
Institutional history and traditions	29%	29%	34%	28%	24%	29%
Campus facilities and growth	23%	23%	30%	23%	18%	21%
Cultural arts and performances	22%	21%	26%	22%	21%	22%
Class notes	22%	23%	27%	15%	12%	16%
Alumni in their professions	20%	20%	22%	20%	13%	17%
Alumni chapter activities and regional programming	20%	21%	22%	12%	11%	17%
Student achievements	17%	17%	31%	33%	17%	17%
Student research and academic experiences	16%	16%	24%	25%	18%	19%

*Phone interviews only

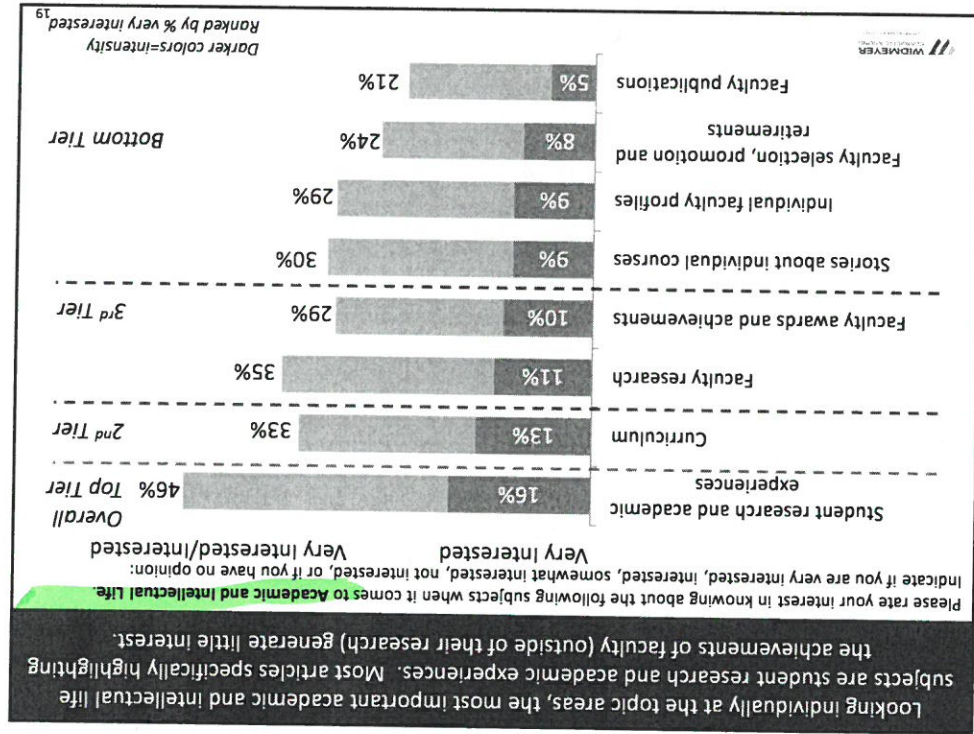
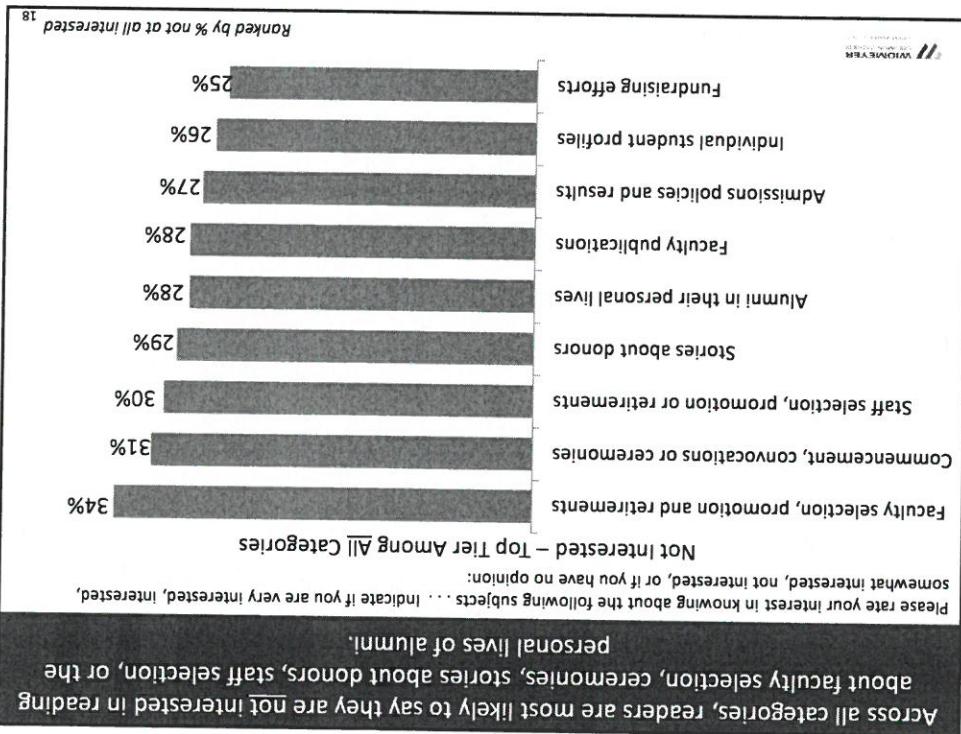
Unsurprisingly, those who read every issue are among the most interested in these topics overall. Athletics tops the list regardless of readership frequency.

Please rate your interest in knowing about the following subjects:

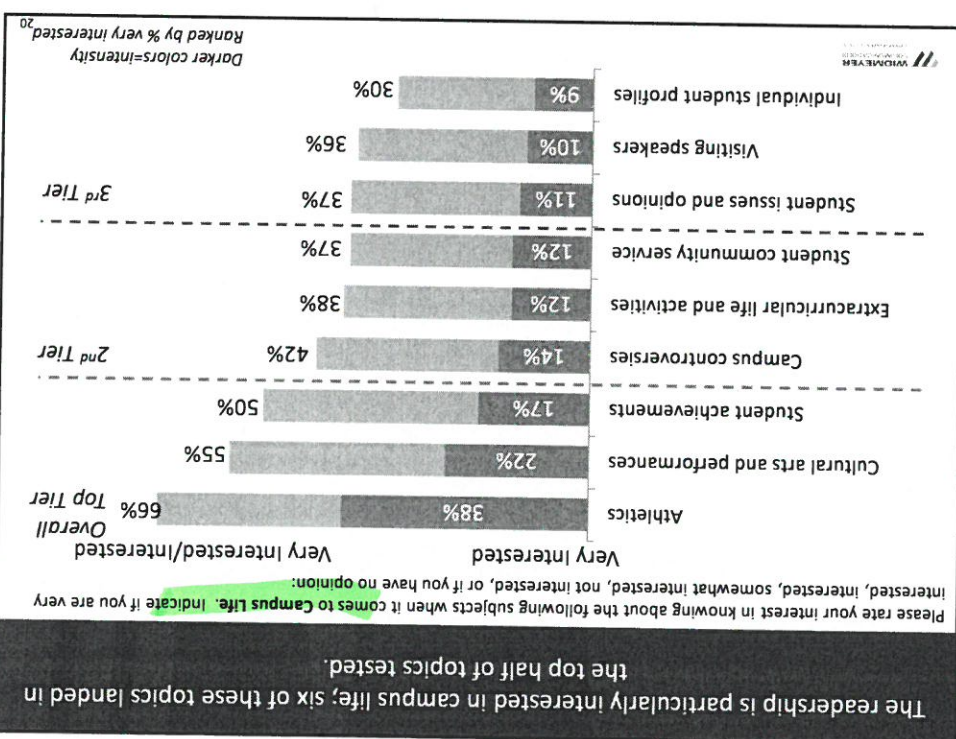
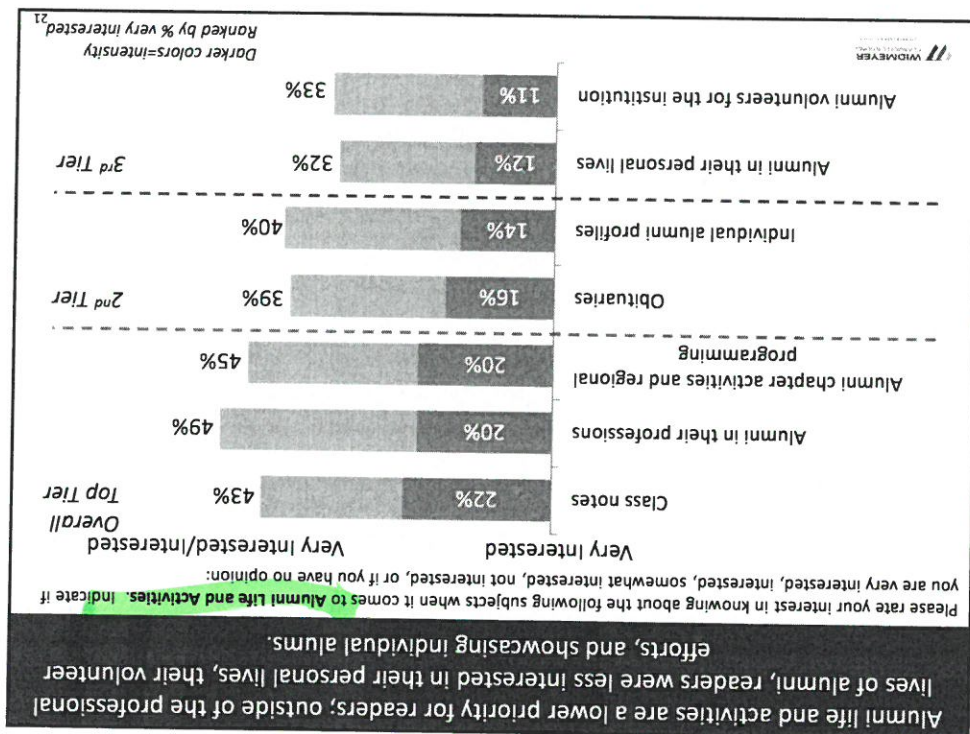
TOP TIER ACROSS ALL CATEGORIES

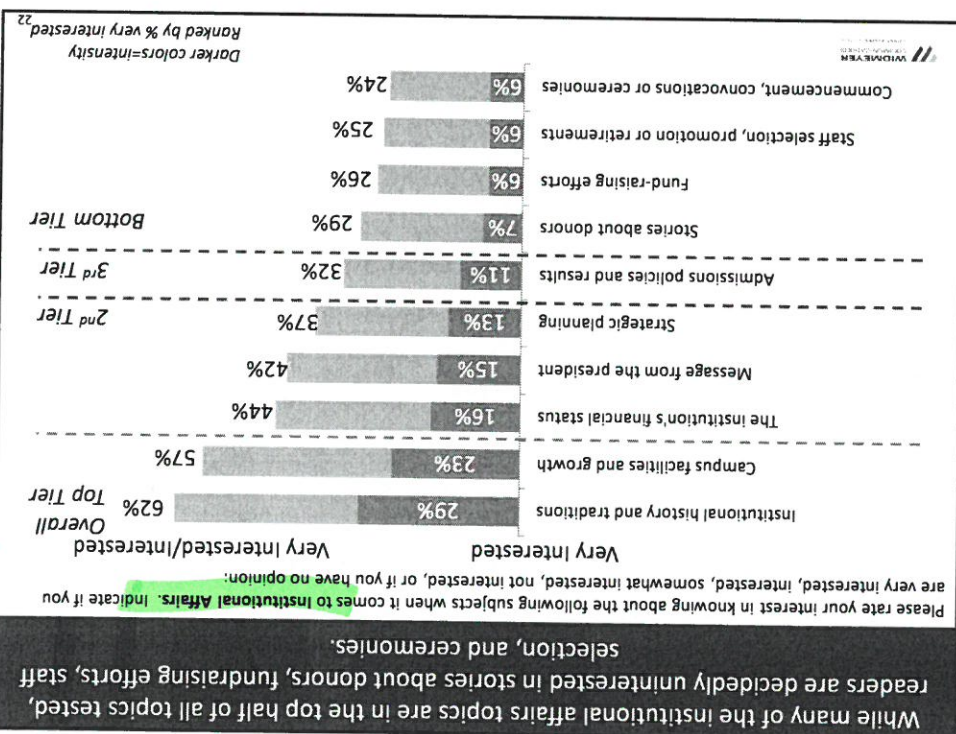
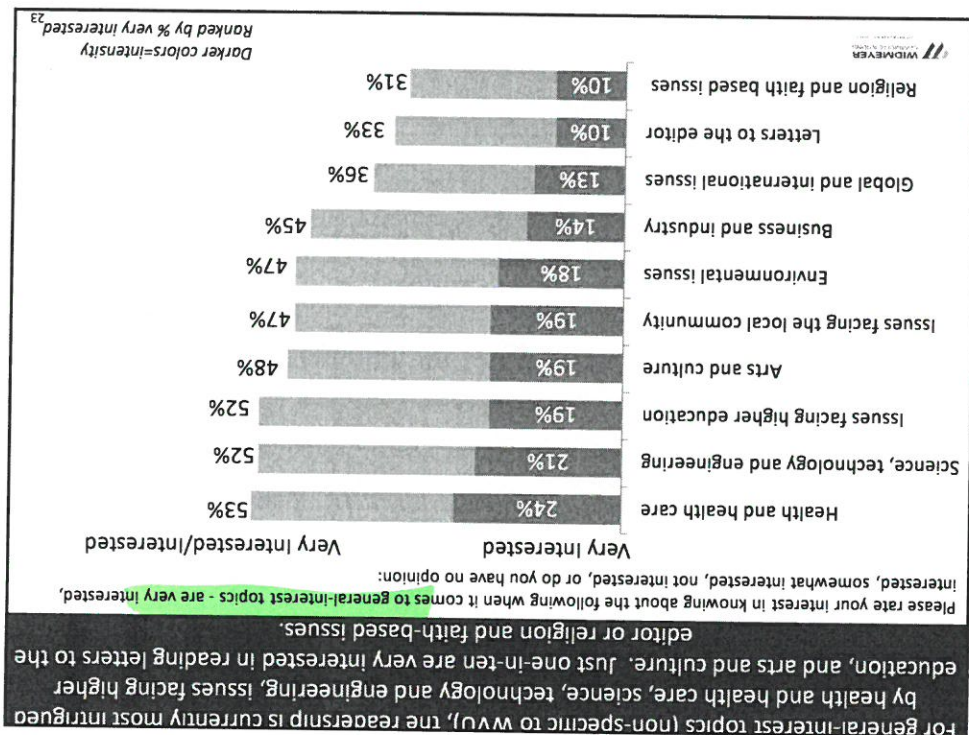
% Very Interested	Total	Read Every Issue	Read Most Issues	Read Occasional Issues
Athletics	38%	48%	31%	29%
Institutional history and traditions	29%	26%	18%	19%
Campus facilities and growth	23%	28%	21%	20%
Cultural arts and performances	22%	26%	18%	19%
Class notes	22%	33%	12%	15%
Alumni in their professions	20%	26%	15%	17%
Alumni chapter activities and regional programming	20%	25%	20%	12%
Student achievements	17%	25%	12%	7%
Student research and academic experiences	16%	21%	17%	6%

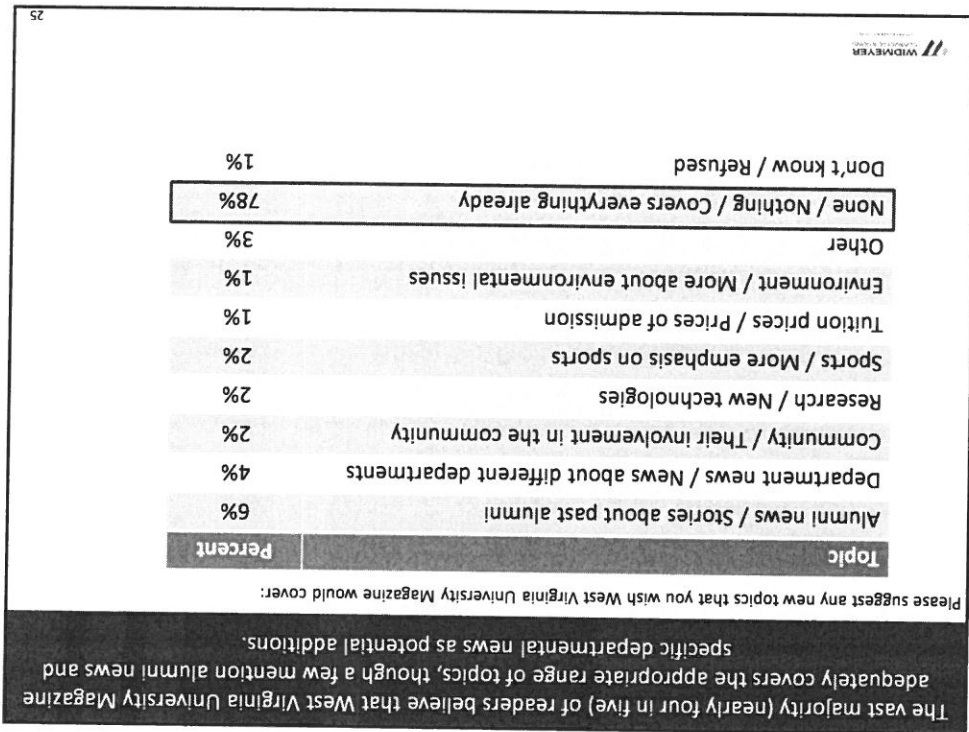
INTEREST BY SEGMENT



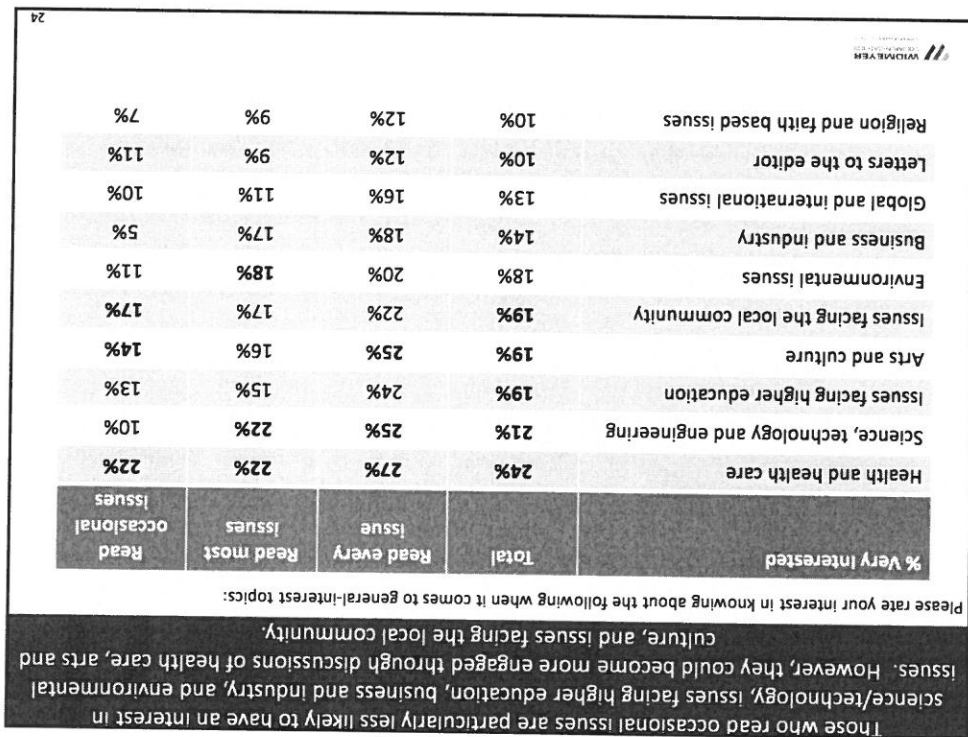
BU
CATEGORY

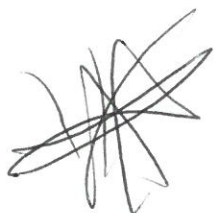
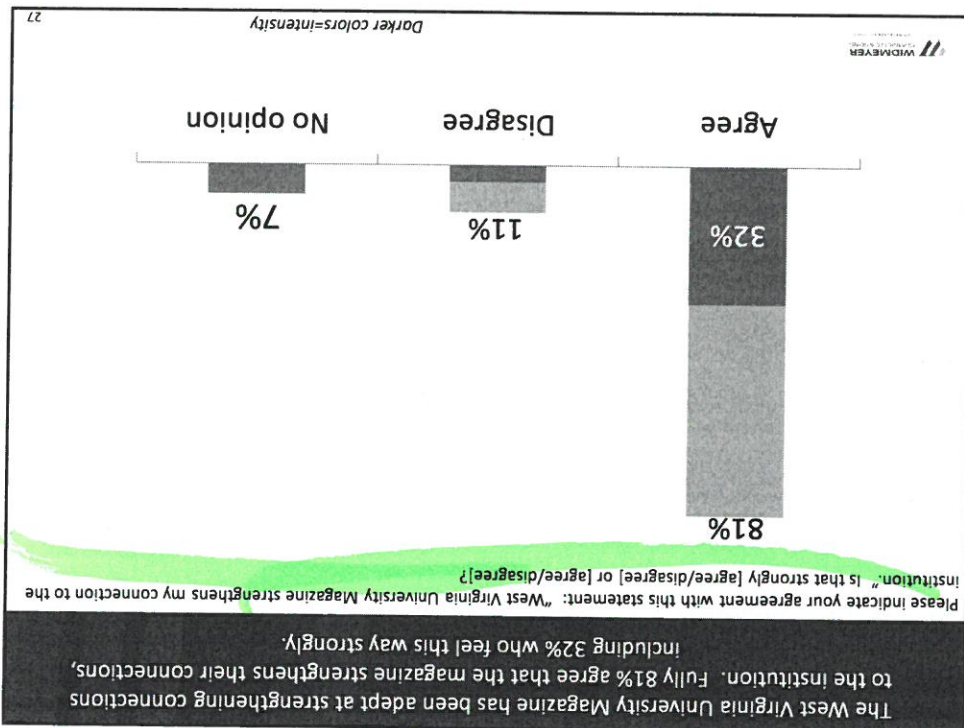
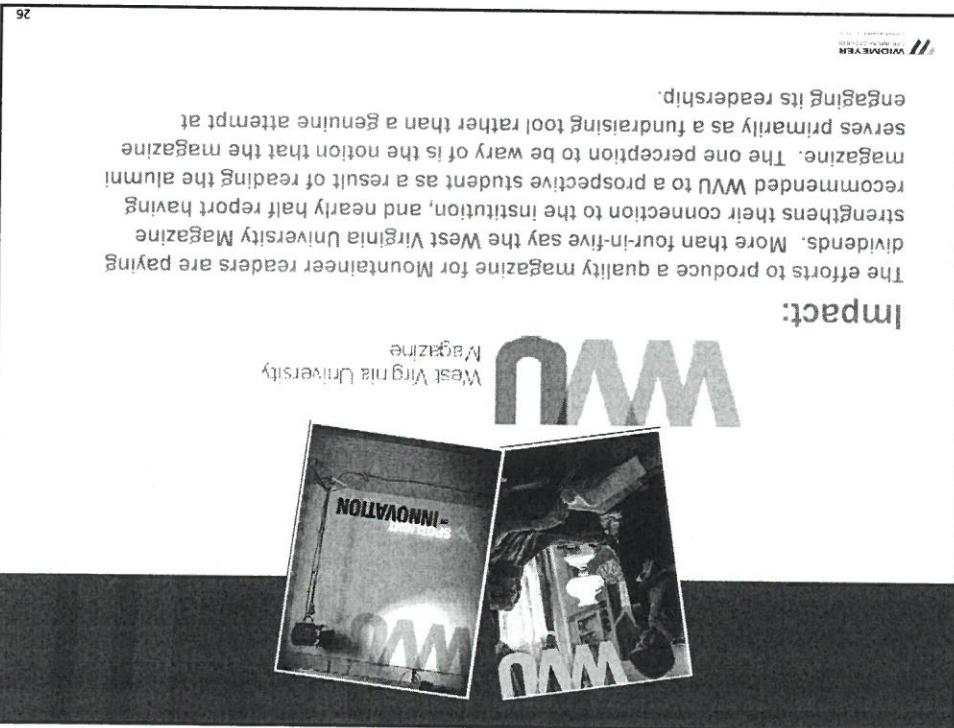


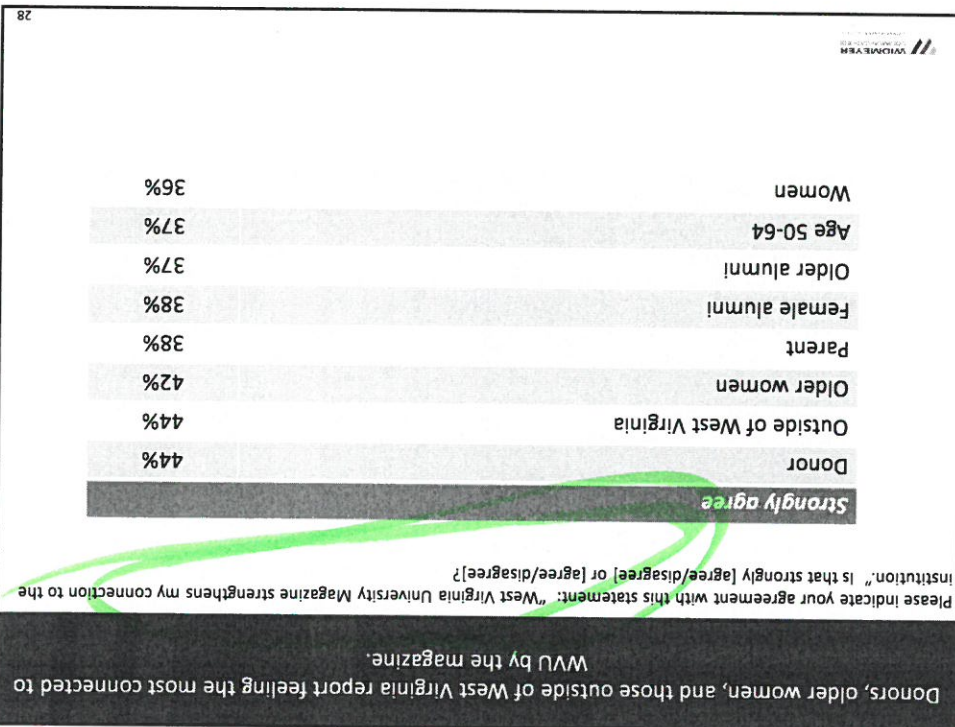




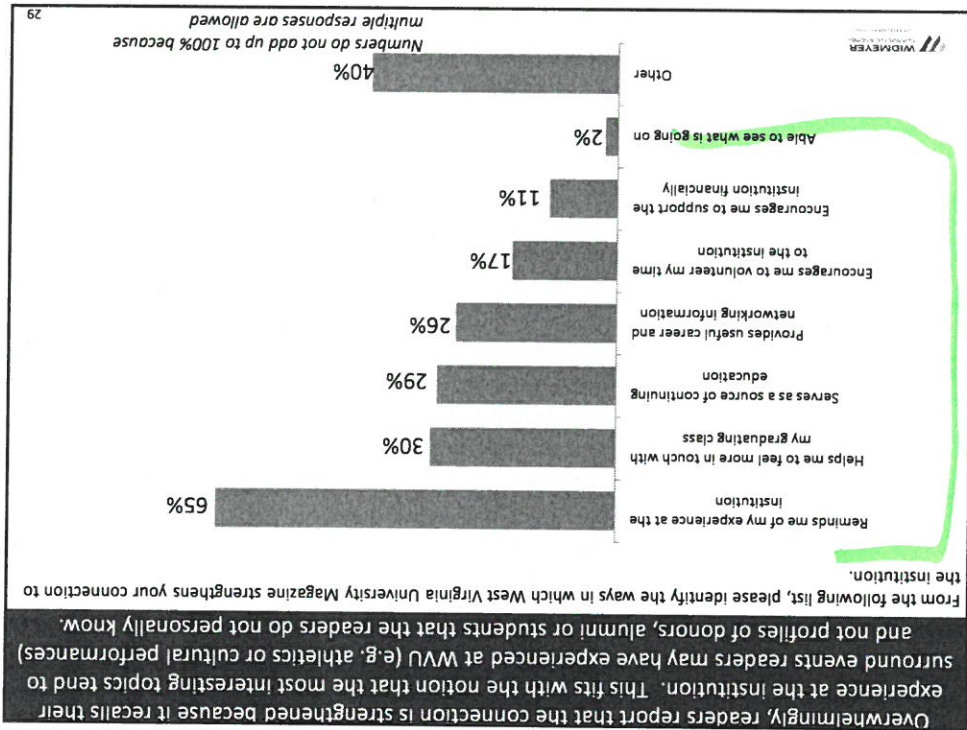
SUGGESTED
FUTURE
TOPICS



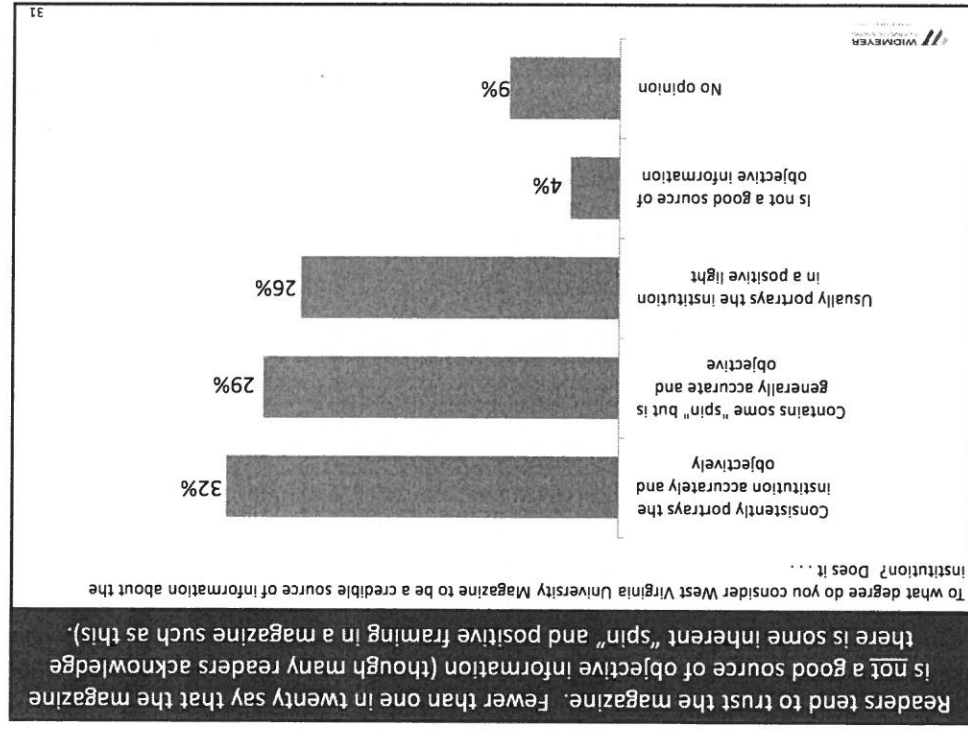
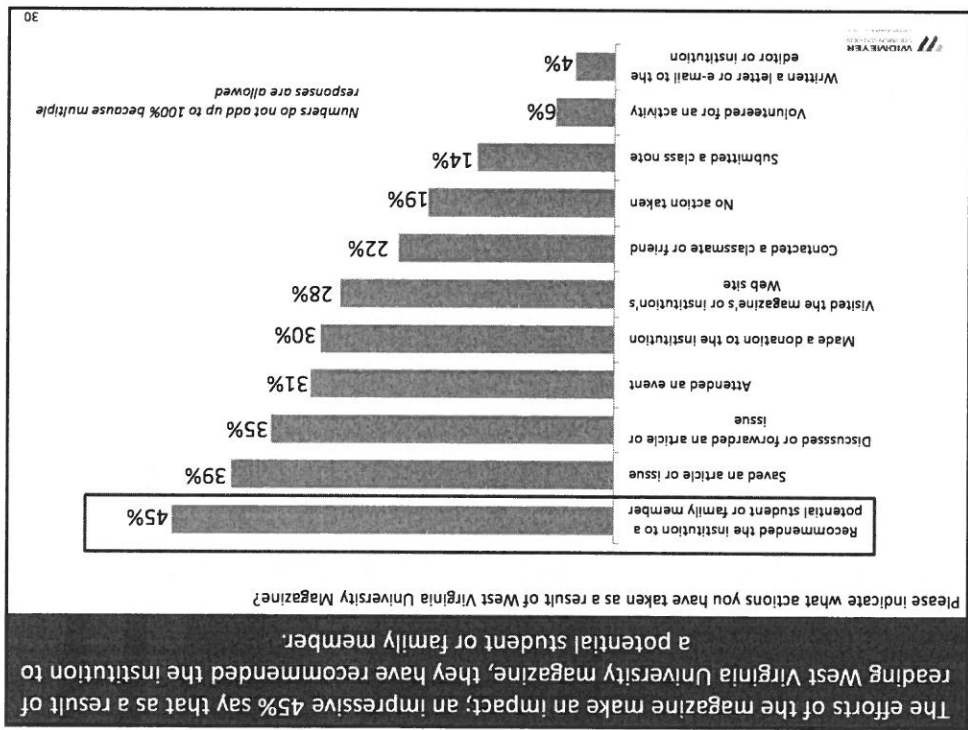


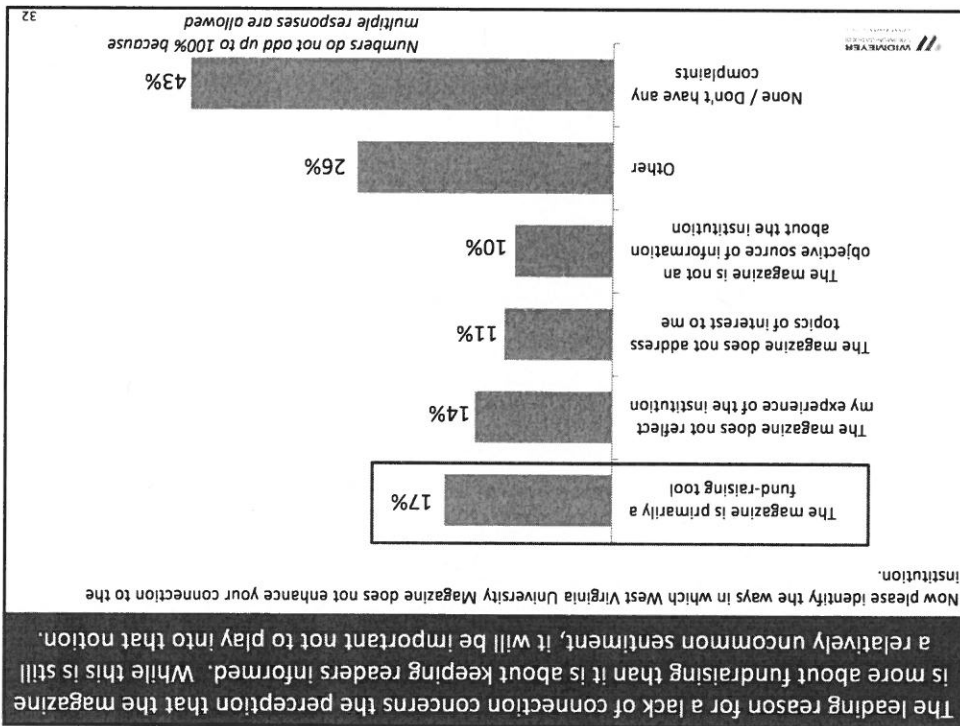


BY
SEGMENT



WHAT
DOES
IT
PROVIDE





Confronting (Limited) Perceptions That the Magazine is Primarily a Fundraising Tool

The perception that the magazine was simply a fundraising tool was not overwhelming, but did emerge in the following ways:

- The top reason the West Virginia University Magazine does not enhance one's connection to WVU was its use as a fundraising tool
- The second-highest item readers volunteered that they liked *least* about the West Virginia University Magazine was that it was a "tool to raise money"
- Readers were particularly uninterested in stories about fundraising efforts (6% "very interested," tied for second-lowest) and stories about donors (7% "very interested")

Recommendation: To keep this perception from growing, be sure to keep any fundraising-related stories relevant to the reader. The research shows that readers appreciated the connection they feel to WVU through the magazine, specifically when it reminded them of their experience on campus. Therefore, it may be more effective to tie fund-raised dollars to specific outcomes that affect campus life rather than directly appealing to readers for those dollars.

Research Methodology:

Widmeyer Communications conducted a phone survey among the West Virginia University readership. A total of 300 readers completed the survey in February, 2014. Interviews that had already been conducted online were then added to the dataset. A total of 200 readers completed between October, 2013 and March, 2014.



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12/3/2014